

Experience Matters



Seven Key Takeaways

- 1.** An Experience isn't just a standalone piece of activity - it's a collection of memories that fundamentally shape how people engage with your brand over a long period of time.
- 2.** Fragmentation of channels and touchpoints may have made integrated experience design harder, but it's also more exciting than ever when everything works together.
- 3.** Marketers need to master the new art and science of joined-up experience thinking, powered by brand and data, and agencies are struggling to adapt their specialist mindset to this integrated task.
- 4.** This isn't just a short term, tactical, campaign driven task...it's also a long-term brand-building discipline that requires proper thought and planning.
- 5.** Whether it's busting internal silos, or working across geographical boundaries, structure is only a part of the solution - we need to work in different ways that are faster, more collaborative and more focused.
- 6.** Every person across a whole business has a role to play in delivering the brand experience. It's the job of marketers to make sure the experience is clearly expressed is expressed in a clear and inspiring way, so that everyone can bring it to life.
- 7.** There are some great examples out there to learn from, from iconic global brands like Nike to innovative startups like Dollar Shave Club, and of course from the journeys of LEGO and Beam Suntory, but for most brands, there is a lot more work to do unlocking the full potential of experience.

